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FACTS CONCERNING
UNITED STATES DEPARTMENT OF AGRICULTURE EXHIBITS

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What They Are and How They May Be Obtained

The exhibits of the U. S. Department of Agriculture present concisely by means of pictures, diagrams and legends, important results of investigational work on such agricultural subjects as livestock and poultry raising, dairying, forestry, marketing, roads, boys' and girls' club work, nutrition and others. The exhibits are chiefly in the form of knock-down booths, many of them having electrical and mechanical features. A supply of Department publications accompanies each group of exhibits and offers additional information on the subjects treated of in the exhibit, and on related subjects.

As a rule each exhibition group lays particular stress upon one of the major agricultural subjects mentioned, and for variety contains a few exhibits on some of the other subjects. An effort is made in planning exhibition programs to provide fairs with exhibits on the subjects they desire, giving preference whenever possible to applications for specific exhibits in the order in which received.

Exhibits are made available in freight-carload lots to State, interstate and international fairs which apply for them, and subscribe to agreements, copies of which are attached. A carload of exhibits when installed occupies from 900 to 1,600 square feet of floor space, depending of course upon the size of the group. The fronts of the booths total from 100 to 200 running feet, which need not be in an unbroken line, however, as the booths can be set up along two or more sides of a building or back to back.

An installation diagram in which the individual booths are outlined on a plat of the space, both being drawn to scale, is made for each exhibition for the purpose of determining beforehand the most economical and attractive use that can be made of the space assigned. A copy of the diagram is sent to the fair management for criticism and suggestion; when adjustments in the space assignment will materially increase the effectiveness of the exhibit, the possibility is called to the attention of the fair management, or if more space has been provided than is necessary the diagram shows the fact, immediately enabling the release of any of the space not actually required.

Representatives are sent to the fairs at the expense of the Department to supervise the installation, presentation and dismantling of the exhibits. Each representative is furnished with copies of the installation diagrams for the fairs he attends and follows the plans given in them as closely as conditions permit. Careful thought is given to the selection of these men with due regard for their experience in Department exhibit work, as well as for their tact and ability to cooperate.

Fairs with whom exhibition arrangements are made are asked to deposit with the Department a sum sufficient to cover the cost of transportation, and are also asked to bear the cost of drayage at the exhibition point and to furnish labor for installing and dismantling the exhibits. The amount of the transportation deposit is determined by estimating closely the total freight charges on all shipments of exhibits to fairs tentatively scheduled in the season program and dividing the sum thus obtained equally among the number of fairs.

The low transportation cost (less than \$200 per fair) is made possible by that portion of Boyd's Tariff which provides that exhibits may be shipped over a circuit of fairs at one-half the commercial freight rate.

Shipments move in carload lots over their complete circuits because that is the most practical and economical way to handle them considering the exhibition program for the season as a whole. Occasionally a fair does not have room to display all of the items in the unit selected. The extras are then merely stored at the exhibition point until the close of the fair and reloaded with the material actually shown. Use of only a portion of the material, however, does not reduce the amount of the prorated transportation cost for the reason that the transportation company collects for a carload whether the entire exhibit is shown at each point or not.

For this reason, also, it is not practicable to provide fairs with exhibits drawn from two or more groups. To do so would greatly increase the cost of transportation on the circuits concerned because of higher freight rates for less than carload lots, while the enforced idleness of the unused portions of the groups would reduce the number of exhibitions that could be made during the limited period of the fair season. Occasionally it is possible to send two groups to a fair by cooperation on the part of the fair association to the extent of two shares of the prorated cost of transportation.

If an exhibit is desired, please do the following things:

1. Advise which exhibition group on the attached list are your first, second and third choices.
2. Forward check for \$, drawn to the order of Mr. A. Zappone, Disbursing Officer, U. S. Department of Agriculture, for deposit to cover pro-rated share of transportation cost.
3. Enclose plat or diagram of the space to be assigned showing the dimensions of the space, (pencil outline will do if dimensions are stated accurately), and locations and dimensions of obstructions such as doors, posts, partitions, etc. As many of the booths have electrical attachments, the location of electrical outlets on the space should be shown.

